GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1504
ANSWERED ON:27.11.2007
BROADCASTING SERVICE REGULATION BILL
Mandal Shri Sanat Kumar

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to review the Broadcasting Service Regulation Bill in view of the consumer's interest;

(b) if so, the details thereof;

(c) whether the Editors Guild of India and other stakeholders have rejected the proposed Bill and the draft content code in its present form;

(d) if so, the details thereof;

(e) the details of suggestions received by the Government from the stakeholders and others for the said Bill;

(f) whether the Government proposes to fix the ratio of programmes and advertisements in various channels;

(g) if so, the details thereof; and

(h) the time by when the proposed Bill is likely to come into effect?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) to (e): Government has been discussing the proposed draft of Broadcasting Services Regulation Bill with stakeholders including consumer forum. Two such discussions were held on 14.8.2006 and 7.9.2007 to solicit the views of stakeholders. There are certain reservations expressed by stakeholders including Editors Guild of India on the draft content code and Broadcasting Bill specifically about role of Prasar Bharati, cross-media ownership issues, content code and autonomy of proposed Broadcasting Regulatory Authority under the proposed draft Bill. Taking in view the comments of stakeholders, the revised Bill has been posted on the website (www.mib.nic.in) for further views in the matter. Comments of States/UTs have also been asked for on the proposed Bill.

(f)& (g): No proposal to fix ratio of programmes and advertisements in various channels is under consideration of the Government. However, Rule 7(11) of the Cable Television Networks Rules, 1994, as amended has provided for a time limits of 12 minutes per hour (i.e. 10 minutes/hour for commercial advertisement and 2 minutes/hour of channels self promotional advertisement) on a broadcast TV channel.

(h): In view of reply to part (a) of the question, no time limit can be given in this regard.